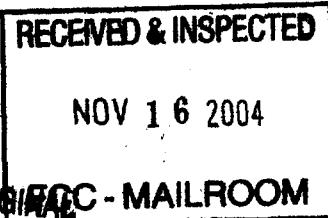




403 E Rensselaer P O Box 1140 Bucyrus, OH 44820  
419-562-2222 800-492-9226 Fax 419-562-0520

Ms. Marlene H. Dortch  
Secretary  
Federal Communications Commission  
4445 12<sup>th</sup> Street, SW  
Washington D.C. 20554



Ms. Dortch,

My name is Debbi Gifford, General Manager for a pair of stations owned by Franklin Communications, Inc. that proudly serve Crawford County, Ohio. In regards to MB Docket No. 04-233, to say that I am frustrated is an understatement. The frustration comes from all broadcasters having been cast in the unfavorable light of neglecting their communities. Let me assure you that WQEL-FM and WBCO-AM operate with the local interest of our communities in mind.

**We do so by providing local news.** 4 people out of the 22 staff members are involved with our news product. The focal point of our news is local content, state and national news being covered by our news affiliates. The news team will cover a state/national story on a local basis.

The concentration of local news brings the team members out to city council meetings, school board meetings, ribbon cuttings, and talking with our listeners on what is important to them .

**We do so by providing local programming.**

WBCO-AM- Monday-Friday, 8:30 AM-10:00 AM hosts programming that showcases groups, events and local officials. Every spring we replay the 6 county high school graduation ceremonies

WBCO-AM has been known to program the city and county spelling bees. Plus, the locally sponsored men's and lady's bowling invitational are aired here annually.

WQEL-FM, commits 1 hour per week to local musicians, 5 hours per week to local sports talk shows and an average of 5 hours per week is dedicated to local sporting contests.

On Christmas Day, WBCO-AM and WQEL-FM simulcast a replay of local high school Christmas concerts. (Approximately 6 hours annually)

For the last four years WBCO-AM and WQEL-FM have coupled with the local newspaper to offer political candidates and issues the opportunity to speak in a public forum. This two hour program airs live on WQEL-AM and is replayed the following day on WBCO-AM. The community has recognized the value of such programming.

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**We do so by providing local Public Service Announcements.**

Non-profit organizations, churches, and schools are offered the opportunity to submit event information to be utilized on our community calendar (website & on air) and in PSA's.

**We do so by being involved with our community.**

WQEL-FM is the major media sponsor of the Crawford County Relay for Life, the American Cancer Society's 24 hour fund raising event. Team members register, welcome and serve honorees who have survived cancer.

Both stations are working with the local paper to restock the shelves of the Salvation Army food pantry. We will be striving to collect 1 mile of cans or totaling over 16,000.

In 2003 WBCO-AM was the recipient of the 1st annual award of "Friend of 4-H". The company was selected because of our local involvement with the 4-H programs in Crawford County.

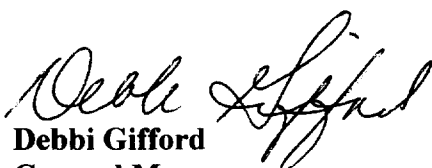
**We do so through our team members.**

We have members of the LIONS, Kiwanis, Altrusa, and Rotary Clubs on staff. Others serve on various boards, including but not limited to, Bucyrus School Board, Bucyrus Area Chamber of Commerce, and the Bucyrus Tourism and Visitors Bureau. Our team members are active in their churches, PTO's and Red Cross.

We are and will continue to serve our communities.

I appreciate the opportunity to voice my concerns over MB Docket Number 04-233.

**Sincerely,**



**Debbi Gifford  
General Manager  
WBCO-WQEL  
Bucyrus, OH 44820**